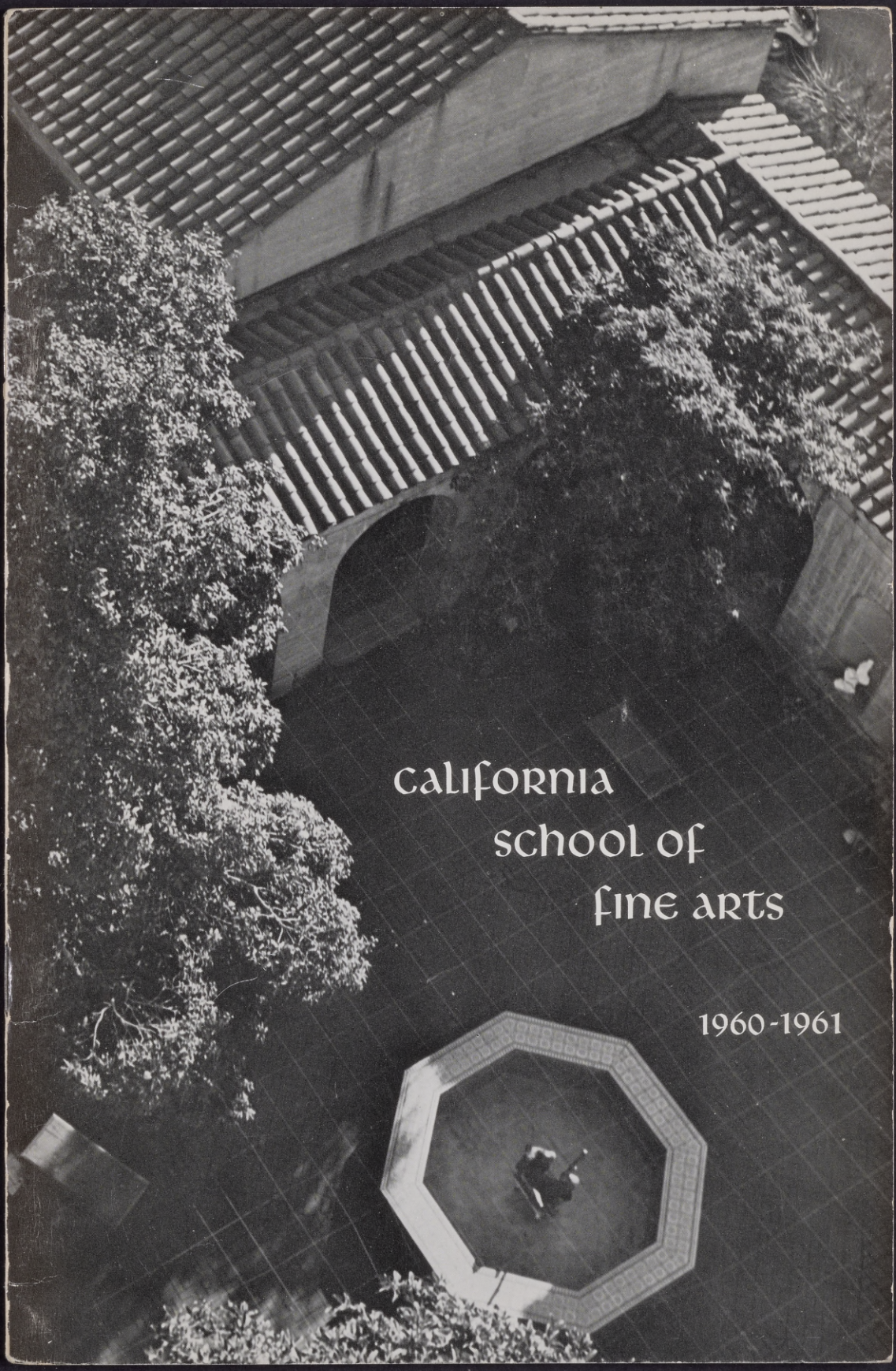
California
School of
Fine Arts
1960-1961

California School of Fine Arts

Accredited	**by the Western College Association**
Associate Member	**Western College Association**
Affiliated	**The University of California**
Founding Member	**National Association of Schools of Design**

maintained by the **San Francisco Art Association**

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california school of fine arts

800 chestnut street

fine arts

advertising design and illustration

ceramics

photography and film making

teacher training

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the college

The California School of Fine Arts is a private non-profit, accredited, coeducational institution of higher learning. It offers programs leading to the degree of Bachelor of Fine Arts in eight major fields and to the degree of Master of Fine Arts in two major fields. A teacher-training program established in cooperation with San Francisco State College leads to the General Secondary Credential. The academic year regularly includes fall and spring semesters of 15 weeks of instruction each and two summer sessions of 4 weeks each. Both daytime and evening classes are scheduled.

HISTORY

The California School of Fine Arts was founded by the San Francisco Art Association in 1874, the first school devoted exclusively to the study of the visual arts to be established in the West, and one of the first in the United States. Housed originally in the Museum Room of the Mercantile Library, it moved in 1893 to the palatial Mark Hopkins residence on Nŏb Hill which was deeded to the Regents of the University of California in trust for the San Francisco Art Association.* When the Mark Hopkins mansion was destroyed in the great earthquake and fire of 1906, the school was rebuilt on the same site. In 1924 it moved to its present site on the slope of Russian Hill.

*The California School of Fine Arts is a private institution and derives no income or endowment from any University funds as a result of this affiliation.

BUILDING AND LOCATION

The present building, designed for the college, is a landmark of San Francisco. It is located in one of the most beautiful residential areas of the city within easy distance of the downtown center.

San Francisco, famed throughout the world as a center of cosmopolitan culture and artistic activity, is ideally suited to the needs of art students. Located on magnificent San Francisco Bay with sea, mountains and countryside within minutes of the center of the city, it offers a variety of recreational and artistic opportunities not found in conjunction with any other great metropolitan center of the country.

In addition to the numerous art galleries, there are three major art museums, the San Francisco Museum of Art, the Palace of the Legion of Honor and the De Young Museum. These institutions offer a varied and continuous program of exhibitions. There are seasons of exceptionally fine ballet, opera and symphony, as well as theatre. San Francisco is also noted for the vitality of its "little" theatre, poetry, dance and music groups.

The close proximity of the Berkeley campus of the University of California, the U. of C. Extension campus in San Francisco, San Francisco State College and Stanford University create an exceptionally stimulating environment and offer unlimited opportunities for attending programs of lectures and concerts as well as drama productions. These institutions also provide additional library resources for research studies and other special projects.

ORGANIZATION

The California School of Fine Arts comprises four undergraduate departments and the Division of Graduate Studies. The former are the Department of Fine Arts, embracing painting, sculpture, graphic arts and ceramics; the Department of Advertising Art, which includes advertising design and illustration; the Department of Photography and Film-making; and the Department of Humanities, offering all liberal arts courses necessary to the Bachelor's degree. A close cooperation exists among the undergraduate departments so that each can supplement the programs of the others. The Division of Graduate Studies offers programs leading to the degree of Master of Fine Arts in painting or sculpture.

THE DEPARTMENT OF FINE ARTS

The first concern of the faculty of the Department of Fine Arts is with the individual as an artist. The Department believes that the position and function of the artist in the twentieth century demands a full measure of integrity and independence of judgment and an exceptional capacity for self guidance. It sees its primary function as one of guiding and inspiring the individual toward a full and lasting involvement, and believes this involvement essential to the development of the artist's potentialities.

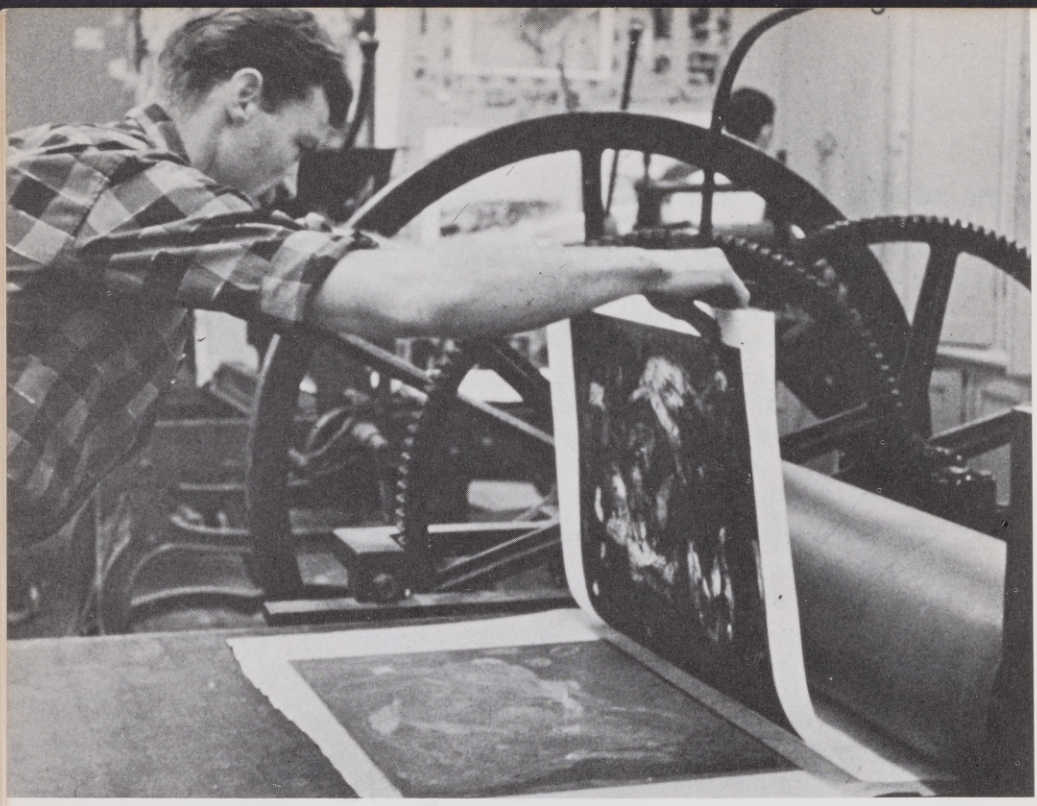
The major areas of the Department of Fine Arts are treated as ultimately autonomous arts, each with its own range of expressive possibilities. The common bond of formal considerations linking the visual arts is treated as of introductory significance. For while it is considered most essential that the student develop an understanding of form and structure in art, it is believed just as important that the separate expressive potentials of each of the various arts not be reduced by integrating them under one formal viewpoint, contemporary or otherwise.

The curriculum is so arranged that the student experiences a variety of art media in the earlier stages of his program and in the advanced stages can focus on a single area of his choice, working a maximum number of hours in this chosen field with as much privacy as possible.

THE MASTER OF FINE ARTS DEGREE

The Master of Fine Arts degree program is open to individuals who, in the opinion of the Graduate Program Committee, show superior capabilities and exceptional promise in either painting or sculpture. The period of graduate study is planned to serve as a transition step between the undergraduate student apprenticeship years and the individual's emergence as a fully independent artist.

The program is designed to advance the candidate's independence of judgment and the capacities for self-guidance and discipline necessary to the continuous creative effort. To this end there is a thorough consideration of the intellectual aspects of the visual arts and of the development of the ability to use language, both verbal and written, accurately and with integrity as a tool of analytical thought. While this curriculum assures those granted the M.F.A. degree all the capacities for entering the teaching profession, however preparation for this profession is of subordinate importance.



The various sized etching presses encourage creative graphics work on any scale.

Clay is only one of a variety of materials used by sculpture students.

Oil painting continues to attract the majority of students as a field of major interest.

Welded and brazed metal sculpture has become an important medium of expression.

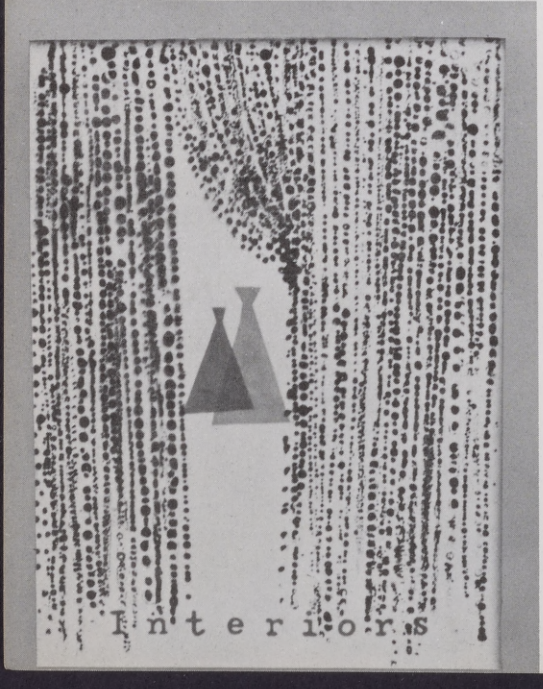
THE DEPARTMENT OF ADVERTISING ART

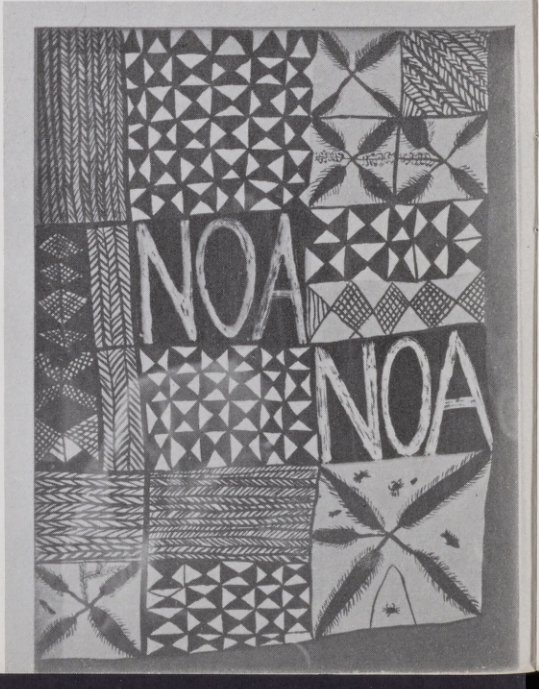
This department has two primary objectives: first, to graduate students who are educated creative artists rather than commercial art technicians; and, second, to assure the students the thorough and practical technical training necessary to successful professional practice.

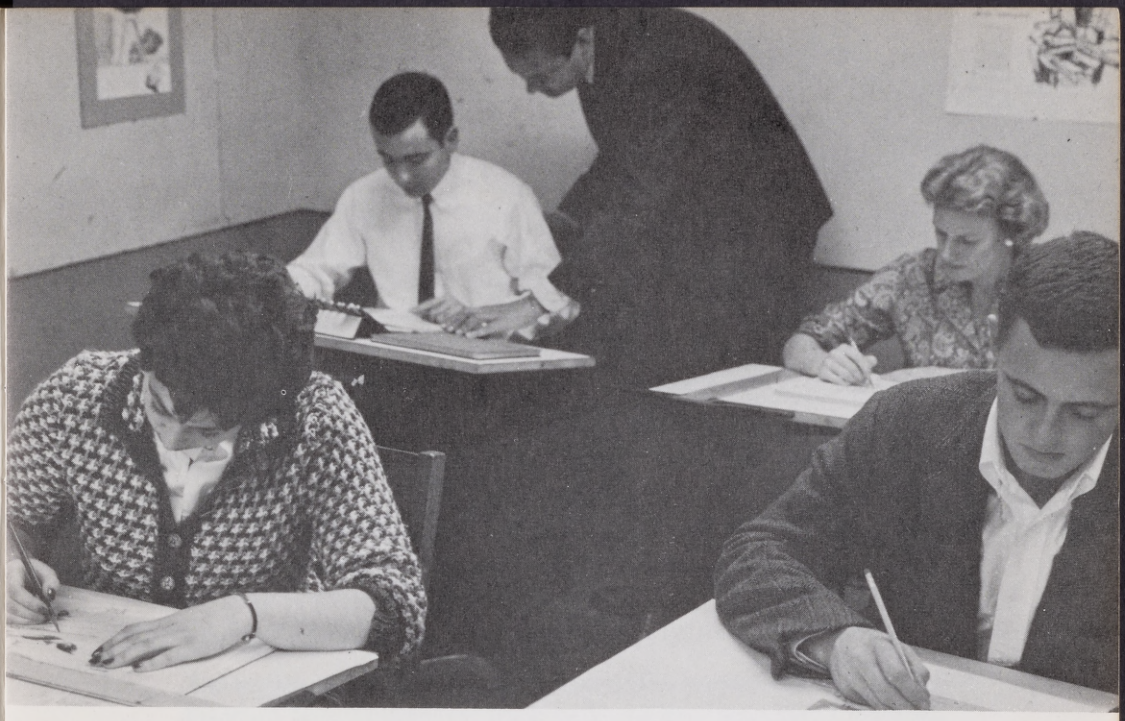
The first objective is met by the broad education in the humanities required for the B.F.A. degree. This work in the humanities is of great practical importance for it has been brought to the attention of the college by prospective employers and business leaders that practicing advertising artists, working with writers and industrial and agency executives, must have a thorough understanding of the American culture and the ability to express themselves clearly and informatively in speech and writing. Further the advertising art students receive the same basic, as well as some of the advanced, training as the fine arts students in order to fully develop their individual potentials of creativity.

The faculty, like those of the other departments, is composed of leading professional artists. This professional status is an important contributing factor in assuring successful careers, for it is thus possible for the student to learn techniques and practice solutions through assignments and projects which are of immediate concern in this constantly developing field.

The execution of finished layouts for magazine and menu covers are among the assignments of students in their first year of advertising design.







The advanced advertising design students work at the professional level.

The course in color, form and line is required of first year students in both fine arts and advertising art.

THE DEPARTMENT OF HUMANITIES

The Humanities Department has as its predominant interest the enlarging of the student's knowledge and understanding of the affairs of man, as an individual and as a member of society. Its program comprises those courses necessary to a liberal education, including English, history, art history, philosophy, psychology and both the physical and social sciences.

Specifically the student is presented with the opportunity to acquire a thorough and analytical knowledge of primitive, historical and modern cultures in both the Western and Eastern hemispheres. Emphasis is laid upon the role of the arts—literature, poetry, music and architecture, as well as the visual arts—as aesthetic experience necessary to the continued growth of civilization and to the balance and health of the individual and the group.

An important segment of the departmental program is devoted to communications. A comprehensive group of courses in composition, classic and contemporary literature, creative writing and speech assures the student a knowledgeable familiarity with this important field of culture and equips him with facility of self-expression in both the written and spoken word.

Special classes in education theory and practice are available within the teacher-training program. A twenty-one unit minor in Communications is required as preparation for the graduate credentials program at another institution.

A thorough grounding in the humanities
is required of all B.F.A. degree students.

Science class students on a field trip
to discover and record ancient Indian art.

TEACHER TRAINING PROGRAM

The teacher training program is maintained in cooperation with the San Francisco State College and leads to the General Secondary Credential. The curriculum is the result of a long period of joint study and research in art education and teacher training by the two institutions. It is organized to prepare candidates to enter the teaching field well-grounded in art subject matter, broadly educated in the humanities and thoroughly trained in educational philosophy and method.

An unusually large number of units in the art major are designed to provide a very thorough understanding of basic techniques and creative experience in the principal areas of student interest in the secondary schools. A substantial group of these units may also be applied to the field of special interest of the candidate who expects to practice the arts as well as to teach.

THE INTERCULTURAL PROGRAM

In 1956 the Columbia Foundation made funds available to the Department of Humanities for the purpose of establishing a program to promote intercultural understanding and relationships. The college, which has a large number of students from foreign countries and from the various regions of the United States, has established a formal program of research and seminar discussions which bring these students into active participation. The curriculum has further been enriched by a program of lectures given to the humanities classes by the many outstanding artists on the faculty who have made extensive studies in foreign countries. As a whole this program makes possible many aspects of intercultural education usually reserved only for those at institutions specializing in this field.

THE DEPARTMENT OF PHOTOGRAPHY AND FILM-MAKING

The languages of the motion picture and photography are among the most powerful contemporary means of non-verbal communication. The students of this department are encouraged and expected to explore every possibility of creating fresh and exciting approaches within these media of visual communication.

In order to graduate from the FILM program, the student must give evidence of a solid grounding in the theory, the aesthetics and the history of film. He will be required to produce an individual 16 mm. project of professional quality and must be able to perform camera work, editing and film writing as part of a production unit.

The PHOTOGRAPHY program is designed to assure graduates thorough mastery of their medium. Techniques are studied and perfected in continuous relationship to assignments in specialized fields of photography. At no point are they isolated and treated as independent subject matter. The graduating student must demonstrate competence through the solving of assigned problems including a significant problem of visual communication in his specific area of photographic interest.

A student motion picture production crew "shoot"
a part of a film sequence on the college grounds.

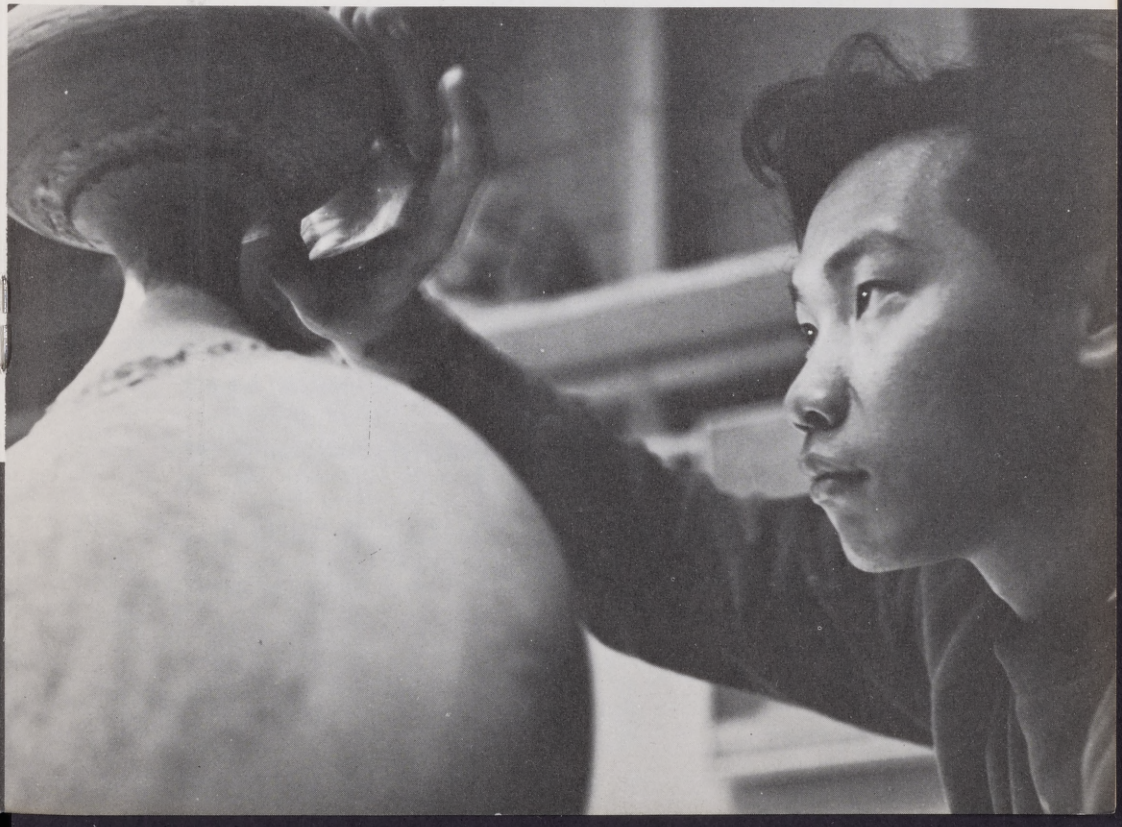
CERAMICS

The courses in ceramics are primarily designed to stimulate the student to understand the use of clay as a versatile and important medium of contemporary art expression. The graduating student is expected to be thoroughly practiced in all of the traditional methods of handling clay and of decoration and glazing. In addition he should be experienced in the problems and challenges of the organization of three-dimensional form in space and able to gain through ceramics a vital personal creative experience.

The various courses are designed to meet the needs of the individual student whether he be or wish to become a professional potter or a teacher or a ceramic sculptor. The work of each student, non-professional or professional, is individually guided. Thorough consideration is given all technical problems.

Courses include lectures and field trips. Programs are arranged to include guest instructors who haxe explored particular fields of ceramics.

Students in ceramics learn to use the medium as a means of creative sculpture as well as for throwing pots.



Edward Steichen
visits
a photography class.

Individual instruction
is given
to each student of ceramics.

GRANTS AND SCHOLARSHIPS

The educational and cultural contributions of the California School of Fine Arts to students and to the community have been recognized generously by distinguished individuals and groups who have established funds for scholarships and other purposes. Among these funds are:

Anne Bremer Memorial Scholarship Founded by the late Albert N. Bender and other friends of the college in memory of Miss Anne Bremer, California artist and member of the S.F.A.A.

Adelaide Lewis Scholarship Founded by the late Adelaide Lewis.

James D. Phelan Scholarship Founded at the bequest of Senator Phelan.

Virgil Williams Scholarship Founded by the late Dora Norton Williams, as a memorial to her husband, the first Director of the college.

Abraham Rosenberg Fund A bequest of the late Abraham Rosenberg to be used according to the discretion of the Board of Directors of the San Francisco Art Association.

From these funds the college annually makes a number of grants available to newly enrolling students and also awards sizeable continuation grants to C.S.F.A. students who have completed two or more semesters of work. Also awarded from these funds are:

International Scholarship A full-time paid scholarship offered each year in cooperation with the Institute of International Education and awarded to a student from a foreign country.

Scholastic Art Awards Scholarship The college makes one $200.00 scholarship available each year to be awarded by the National High School Art competition at the Carnegie Institute in Pittsburgh, Pa.

In addition the following scholarships are awarded to qualified candidates in specific fields of study:

Agnes Brandenstein Memorial Scholarship Founded by the family and friends of the late Agnes Brandenstein for study in ceramics.

Frank Stauffacher Memorial Scholarship Established in memory of the late Frank Stauffacher for B.F.A. degree study in film making.

PRIZES

C.S.F.A. Alumni Association Award Given annually to the most outstanding student in drawing.

The Robert Howe Fletcher Cup Given annually as an honorary award to an undergraduate student of outstanding merit. The student's name is added to the notable list engraved upon the cup.

I. N. Walter Sculpture Prize An annual award made from funds donated by the late Caroline Walter in memory of her husband, Isaac N. Walter.

ENTRANCE REQUIREMENTS

UNDERGRADUATE CREDIT STUDENTS

An entrance application form is included in the *Academic Information Supplement.* Further forms may be secured by writing or telephoning the Registrar.

Full-time Students. Application forms from full-time degree students must be filled out *completely* and returned to the Registrar with (1) proof of high school graduation and (2) a deposit of $10.00, which is non-refundable but will be applied against tuition upon subsequent registration, *no later than one week before registration.*

Part-time, Evening School and Saturday School Students. If enrolling in a degree program, students in these classifications must follow the procedure for "Full-time Students." Those *not* enrolling in a degree program may submit applications and proof of graduation from high school at any time up to and including registration week.

TRANSFER STUDENTS

Transfer students must submit application forms together with a $10.00 non-refundable deposit, which will be applied toward tuition upon subsequent registration, *no later than one week prior to registration.* Records and transcripts must be forwarded to the Registrar by the institutions concerned and received *no later than one week before registration.*

NON-CREDIT STUDENTS

All auditing (non-credit) students may enroll at any time, for the full semester or any part thereof. Tuition will be prorated accordingly.

HIGH SCHOOL STUDENTS

Those enrolling in special high school student courses during the regular fall and spring semesters may enroll at any time. However, those who wish to work toward honor grades for one-half C.S.F.A. credit must enroll during the regular registration period. High school juniors and seniors registering as non-credit students in the regular 4-week summer courses must enroll for the full session on dates given in the summer session catalogues.

GRADUATE DIVISION STUDENTS

Those who wish to enroll in the Division of Graduate Studies must obtain graduate application forms from the Registrar. These must be filled out *completely* and returned to the Registrar together with information, records and samples of work as set forth in the "Master of Fine Arts degree Program" of the current *Academic Information Supplement.*

REGISTRATION DATES and final dates for the submission of applications are included in the *Academic Information Supplement.* Satisfactory reasons must be given for late registration by credit students. Students may not enroll for credit after the first two weeks of any semester except by special permission of the Dean.

application and registration

UNDERGRADUATE CREDIT STUDENTS

All students enrolling for credit in undergraduate courses for the first time at C.S.F.A. must submit proof of graduation from high school or its equivalent. No particular course of preparatory study is required for entrance, however the college preparatory high school curriculum with art courses is recommended.

TRANSFER STUDENTS

Students transferring from other institutions of higher learning must submit transcripts of previous studies. Transfer credit from accredited institutions will be accepted insofar as courses and content relate to the B.F.A. degree curriculum. Only grades of "C" or better will be accepted. Students desiring to transfer credit from unaccredited art schools or private tutors are advised that only fractional or no credit may be accepted toward the B.F.A. degree.

A minimum of two consecutive semesters in residence with a total of 24 completed units of work is required to qualify transfer students for the Bachelor of Fine Arts degree.

NON-CREDIT STUDENTS

Non-credit students must be 18 years of age or older. No academic requirements are made.

HIGH SCHOOL STUDENTS

The college admits recommended high school juniors and seniors as non-credit students to regular courses during the Summer Sessions provided their application has been approved by the Director of the college. In addition, special courses for high school juniors and seniors only are scheduled both during the regular academic year and in the summer.

GRADUATE DIVISION STUDENTS

Standards of admission for the Master of Fine Arts degree program are prescribed by the Graduate Program Committee. Those applying are expected to have reached a level of development marked by clarity of purpose, independence of critical judgment and an ability to work constructively for extended periods without direct supervision. Specific requirements for applicants are set forth in the current *Academic Information Supplement.*

Students who are studying for graduate degrees in other institutions and who wish to enroll in upper division undergraduate or in graduate courses for *graduate credit* may do so only upon show of proof of acceptance of the specific course(s) to be taken by the degree-granting institution.

academic standards

Degree programs, course descriptions and faculty listings are given in the current *Academic Information Supplement.*

CREDIT UNITS

A credit unit is based upon the following amount of work performed each week for the entire 16 weeks of a semester:

1. One lecture hour plus two hours assigned outside work, or
2. Three hours of required outside work if continued satisfactorily for the full semester, or
3. Three hours of studio work.

No student may carry more than fifteen (15) units of work per semester without special permission of the Dean.

The following grade point system is in effect:

A—4 grade points	F—0 grade points
B—3 grade points	E—"Incomplete"
C—2 grade points	WP—Withdrawal Passing
D—1 grade point	WF—Withdrawal Failing

The grade of "E" is given if for acceptable reason the student has been unable to complete the work required during a semester. A credit grade commensurate with the student's work is given *provided that* the incomplete work is completed within six weeks following the end of the semester. If the work is not completed within this period, a grade of "F" is given. A grade of "F" cannot be made up except by repeating the course.

Pursuant to regulations concerning withdrawals indicated under "Financial Information" in the *Academic Information Supplement,* any student who withdraws from a course after the fourth week of instruction will receive either "WP" or "WF" grades indicating whether he had been performing satisfactorily or not prior to withdrawal.

CLASS ATTENDANCE

Full credit units will be granted to students whose work is satisfactory and whose attendance records show no more than three absences per semester. Students are required to be in the studios or classrooms for which they are registered during the scheduled class hours. Any student more than fifteen minutes late will be recorded as "absent." The student is expected to arrange with his instructors for making up work missed. The time limits of intermission periods shall be strictly observed.

ACADEMIC PROBATION AND DISMISSAL

Students failing to maintain a minimum grade point average of 2.0 in any semester will be placed on probation. If the mid-term grades of the following semester in which the student is registered average less than

2.0, the student is subject to immediate dismissal, and if the final grades at the end of that semester average less than 2.0, dismissal is automatic.

DEGREE REQUIREMENTS

The student must have satisfactorily completed a minimum of 120 credit units to be eligible for the Bachelor of Fine Arts degree. A minimum grade point average of 2.5 is required for all courses taken at C.S.F.A.

CERTIFICATE OF COMPLETION REQUIREMENTS

In addition to the Bachelor of Fine Arts degree program, the college maintains a program leading to a Certificate of Completion. The Certificate is granted upon satisfactory completion of 120 units of work in any of the listed major fields of the various departments. Requirements are the same as for the B.F.A. degree except that elective art courses may be substituted for humanities in the 2nd, 3rd and 4th years. Students enrolled in the Certificate program are required to maintain the academic standards and abide by the rules and regulations herein set forth.

NON-CREDIT STUDENTS

Although auditing (non-credit) students may register at any time during a semester, no auditor may apply for credit after the first two (2) weeks of a semester. No grades will be given to auditing students.

foreign students

The California School of Fine Arts is approved by the Immigration and Naturalization Service for the admission of foreign students at the college level on student visas. The college extends a cordial welcome to all students from other countries.

Foreign students seeking admission to the college are charged with observing the following regulations:

1. Applications for enrollment must be filled out in full and filed with the Registrar *at least one week before registration.*
2. The applicant must show evidence of a reasonable ability to read, write and speak the English language.
3. The student must comply with the government regulations of his home country and of the United States.
4. The applicant must show proof of having made adequate financial arrangements for the period of study.

Upon enrollment, foreign students should familiarize themselves with procedures for filing with the Registrar of the college monthly verification of attendance and progress reports. Forms and filing dates are available in the office of the Registrar.

VETERANS INFORMATION

All questions regarding monthly payments, transfers, change of status, etc. are handled directly by the local Veterans Administration office at 49 - 4th Street, San Francisco. Veterans are responsible for clearing all such details with the V.A. before and during their period of study at the college.

The California School of Fine Arts is approved for educational programs under Public Laws 16, 550, 634 and 894. Veterans carrying 14 units or more for credit are considered to be on full-time status by the Veterans Administration and receive their government allowances on that basis.

Veterans enrolling under Public Laws 16, 550, 634 and 894 must present their certificates of eligibility *at the time of registration.* Veterans transferring from another school must have filed their "Change of Place of Training" form with the V.A. *before* registration.

The college is also recognized by the State of California Department of Veterans Affairs. Veterans enrolling under California State Law must supply proper evidence of authority at the time of registration.

Supply allowances for veterans enrolled under P.L. 16 and P.L. 894 may be obtained from the school store.

All veterans seeking admission without the necessary documents will be required to pay tuition and fees quoted under "Financial Information" in the current *Academic Information Supplement.* These fees are refundable to the extent that they constitute an overcharge when the student presents the proper authorization.

Monthly Certifications: Veterans are responsible for filing *monthly* verification of attendance and progress reports with the Registrar of the college as well as for signing monthly V.A. forms for subsistence and allowances. Forms and filing dates are available in the office of the Registrar. Failure to comply may result in delays of receipt of Veterans' benefits.

The C.S.F.A. office is the location of
the Registrar, student mailboxes and general information.

San Francisco weather invites lunching on the cafeteria terrace.

The student Christmas sale is held in the San Francisco Art Association Gallery each year.

school facilities

LIBRARY

The Anne Bremer Memorial Library contains over 22,000 volumes and includes a large and excellent collection of art publications as well as a sizeable collection devoted to the humanities. A library of 10,000 photographic slides and 15,000 photographs is devoted to the coverage of historical and contemporary art and architecture. A comprehensive collection of current material on file supplements that found in the books and periodicals. The Librarian instructs students in the use of the library and assists in assembling reading and research lists.

THE S.F.A.A. ART BANK AND GALLERY

The Art Bank is a depository of work of more than two hundred of the professional artists who are members of the San Francisco Art Association. The Bank maintains an office and show room in the college building. Here museum and gallery directors, critics and collectors from other countries and areas of the United States may view a representative collection of West coast art. The show room is adjacent to the San Francisco Art Association Gallery. Each year a series of exhibitions of work drawn from the Art Bank, as well as other outstanding exhibitions of contemporary art, is presented to the public in the Gallery. These showings offer the students an unique opportunity to become thoroughly acquainted with the most recent work of a large number of outstanding American artists.

SOCIAL HALL

A large recreation hall is available for student and school activities. Equipped with a piano and ping-pong tables, it is the center for student activities and exhibitions.*

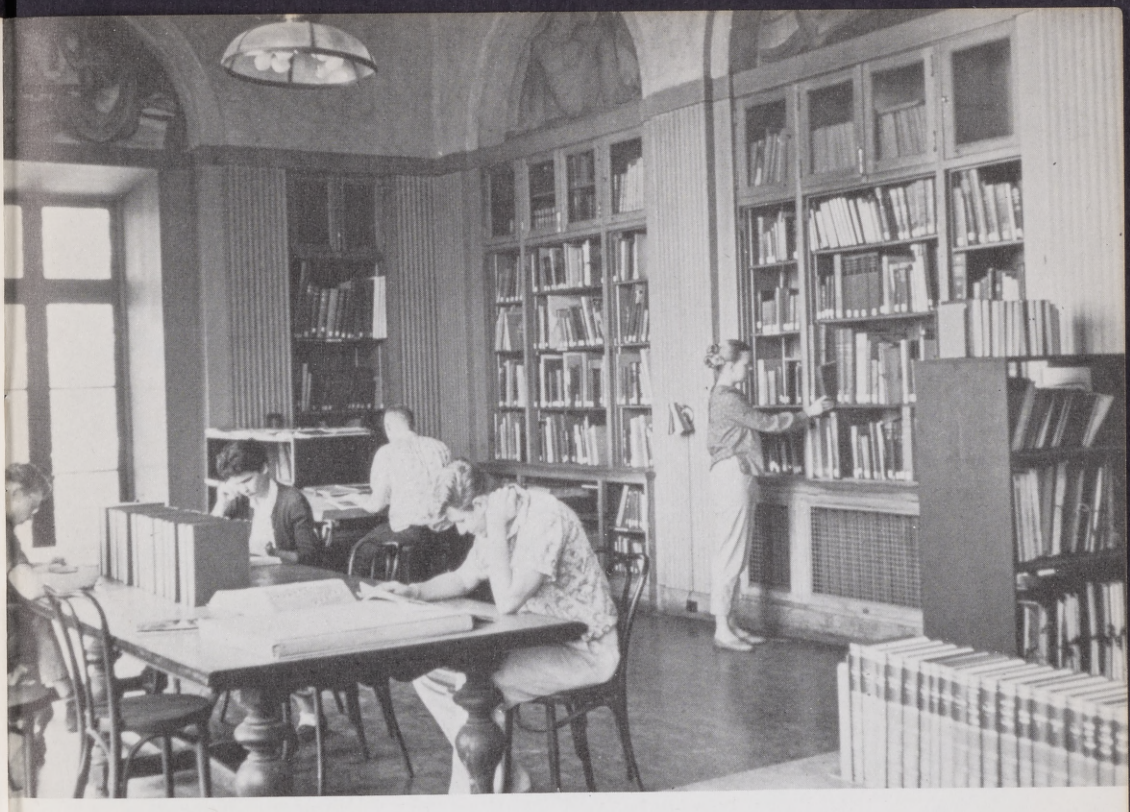
STUDIOS

A limited amount of semi-private studio space is available for assignment on the basis of merit to advanced undergraduate and graduate students in painting and sculpture. Such students are allowed their own studio keys and may leave their work in place.

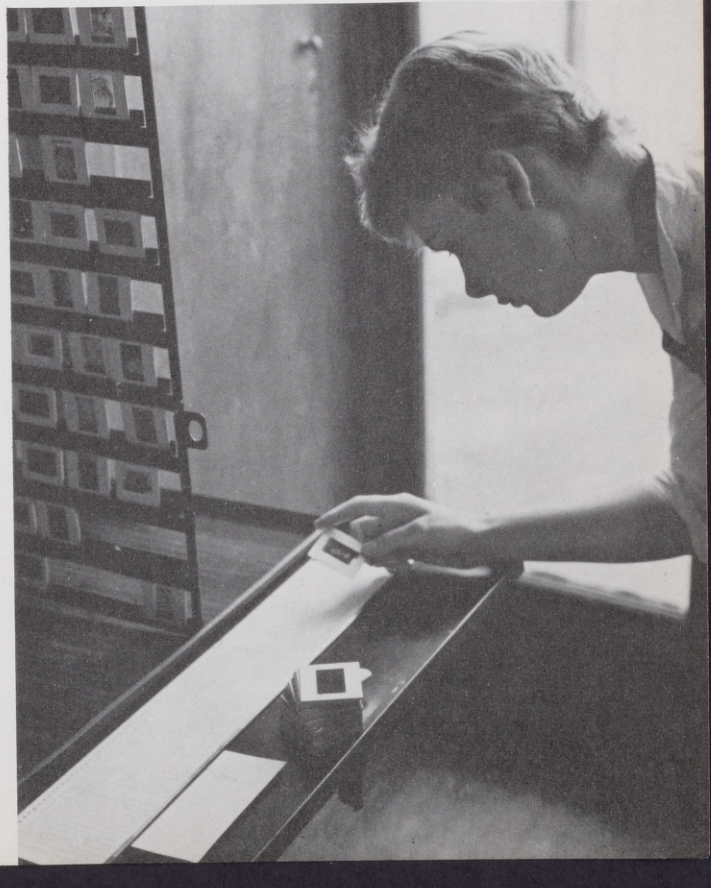
CAFETERIA

Luncheon, mid-morning, mid-afternoon and mid-evening refreshments are served at moderate prices. Here also is displayed a continuously changing exhibition of student work.*

*The college reserves the privilege of retaining student work for exhibition purposes and to reproduce and publish such work. No work so retained may be removed by any student without proper authorization. While all reasonable precautions are taken to protect such work while it is in the custody of the college, the college does not take responsibility for loss or damage to any works so retained. Student property which has not been specifically retained by the administration must be removed from the premises within one week after the close of the semester, or it shall be subject to disposal.



Students find the Anne Bremer Memorial Library a quiet place for study.



Students and instructors alike draw on the library's slide collection for class work.

SERVICES AND ORGANIZATIONS

CSFA STUDENT ASSOCIATION

The Association is an independent student organization defined by its own constitution. The membership elects its officers each semester and through them plans activities throughout the year. In addition to parties, these activities include the annual Christmas exhibition and sale of student work, exchange exhibitions with students of other colleges and universities in the Bay area, publication of the student paper, *The Tower,* and the arrangement of concerts and other programs during the weekly period provided for such events. The membership dues of $1.00 per semester are paid by the college for all full-time students.

Members of the Association are entitled to reduced entrance rates to fee exhibits and lectures at the San Francisco Museum, to symphony, theatres, programs at the University of California, Stanford University, San Francisco State College, etc.

HEALTH SERVICES

The Kaiser Foundation Hospital Plan for medical care is open to full-time students of the college. Registration for the plan must be completed before October 25th in the Fall semester and before March 25th in the Spring semester. The college will also make recommendations of private doctors and dentists upon request. If informed, the college will make every effort to aid students to secure medical care in emergency cases and will notify parents; however, it cannot provide funds for student medical care.

VOCATIONAL SERVICES

The California School of Fine Arts has never found it necessary to establish a formal placement bureau for graduates. The numerous informal contacts with members of the faculty and of the San Francisco Art Association and with leaders in the various art fields in the community have more than adequately filled this function.

FILM PROJECTION

A large studio is equipped for the projection of motion pictures. Films of especial interest are shown when the student body can attend.

SPECIAL LECTURES AND SEMINARS

Guest lecturers in the visual and allied arts are brought to the college from time to time to address the student body. In addition special seminar courses are arranged when practicable. In this way the college offers students the opportunity to study with nationally recognized professionals who are not members of the regular faculty.

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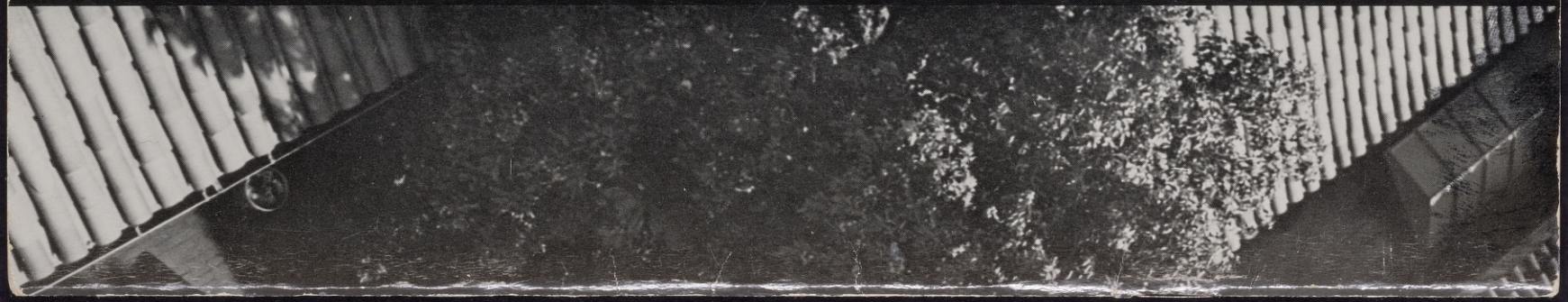
California School of Fine Arts